# Vegas Chamber Business Voice

A Member Publication December 2009 | Volume 29 Number 12

### Routing Slip

Please share *The Business Voice* with others

### What's Inside

Chairman recaps Chamber accomplishments

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Chamber's Advocacy 2009 Review

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2010 Board of Trustees Installation Luncheon 8

December Calendar of Events

and much more...

### Preview2010

### **Exhibits Space Available Now!**

Preview Las Vegas 2010 Thursday, January 28, 2010 Thomas & Mack/ Cox Pavilion

### **Chamber announces dynamic slate of speakers for Preview Las Vegas 2010**

he Las Vegas Chamber of Commerce recently announced the lineup of speakers slated to present at the January 28 Preview Las Vegas 2010. This annual economic forecasting and networking event brings together insightful national speakers, local economic experts and industry leaders for a conference and trade-show event that provides first-hand information on the ever-changing dynamics of our state and local economies.

He will speak on unconventional thinking in an unconventional world.

A brilliant but uncomplicated man who uses simple questions to reach startling conclusions, *The Wall Street Journal* has written, "If Indiana Jones were an economist, he'd be Steven Levitt." Levitt has shown other economists just how well their tools can make sense of the real world.



Steve Levitt
Economist and Bestselling
Author, Freakonomics
and SuperFreakonomics



**Jim Murren** Chairman of the Board and CEO, MGM MIRAGE



Rossi Ralenkotter
President/CEO,
Las Vegas Convention and
Visitors Authority (LVCVA)



Jeremy Aguero Principal Analyst, Applied Analysis



Punam Mathur Vice President, Human Resources NV Energy

### **Preview Las Vegas 2010 Speakers**

### Steven D. Levitt

Economist and Bestselling Author

Steven D. Levitt is the best-selling author of FREAKONOMICS and SUPERFREAKONOMICS.

Originally published in the U.S. in 2005, FREAKONOMICS instantly became a cultural phenomenon. Hailed by critics and readers alike, it went on to spend more than two years on The New York Times bestseller list, having sold more than 4 million copies around the world, in more than 30 languages. Levitt has appeared widely on television, and maintains the popular

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### Workplace Voluntary Benefits

Disability

Vision

Life

Dental

**Medical Stop-Loss** 



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### "It was the best of times; it was the worst of times." A year of challenges for members and the Chamber

By Steve Hill, Chairman, Las Vegas Chamber of Commerce Board of Trustees

2009 has been a year that many would like to forget. It reminds me of the opening line of Charles Dicken's A Tale of Two Cities: "It was the best of times; it was the worst of times."

It is certainly no secret that we have experienced the worst recession in Nevada's history. Businesses of every size have been hit by the economic downturn. Businesses have had to layoff valuable employees, and struggle with a lack of available credit, changes in consumer spending as well as the reduction of visitor volume and softening in other major industries.

How could this possibly be "the best of times?" As we have struggled together, the Las Vegas Chamber of Commerce has strived to deliver even more value for your membership and give you the tools, benefits and opportunities to help you survive.

Here are ten things that the Chamber did in 2009 to help

you and your business, as well as to preserve the probusiness climate that is essential for long term economic recovery:

1. Successfully advocated for passage of significant reform by Nevada Legislature to reduce long term taxpayer

At the beginning of the 2009 Nevada Legislature, the Chamber outlined its priorities for enacting significant reform of the Public Employees Retirement System (PERS) and Public Employees Benefits Program (PEBP). Many of the Chamber's reform recommendations were passed by lawmakers, ultimately reducing the long-term unfunded liability of these benefits and saving taxpayers hundreds of millions of dollars each year. The Chamber also successfully advocated for greater transparency in public employee contract negotiations. By bringing more transparency to the collective bargaining process, taxpayers will have more insight into what the ultimate cost of a contract would be and it will hold elected

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Steve Hill CalPortland

### **Las Vegas Chamber of Commerce** 2009 Board of Trustees

#### **Executive Committee:**

Steve Hill Chairman of the Board CalPortland

Fafie Moore Immediate Past Chairman Realty Executives of Nevada

Kristin McMillan Chairman-Flect CenturyLink™

**Hugh Anderson** Anderson & Delutri @ Merrill Lynch

Kevin Orrock The Howard Hughes Corporation

Michael Bonner Greenberg Traurig, LLP

Kevin Burke Burke and Associates, Inc. Richard S. Worthington The Molasky Group of Companies

Kara Kelley Las Vegas Chamber of Commerce

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Charles Atwood The Smith Center for the Performing Arts

Jay Barrett Marnell Corrao Associates, Inc.

Bob Brown Las Vegas Review-Journal

Senator Richard Bryan Lionel Sawyer & Collins

Tim Cashman Foghorn Consulting

**Doris Charles** Wells Fargo Bank Cornelius Eason Workforce Connections

Robbie Graham NTC Global Holding Group

Corey Jenkins SAVMOR Rent a Car

**Bart Jones** Merlin Contracting & Developing

Gina Polovina **Boyd Gaming Corporation** 

Kevin Rabbitt **GES Exposition Services** 

Larry Singer Grubb & Ellis I Las Vegas President & CEO

**Bruce Spotleson** Greenspun Media Group

Vicky VanMeetren St. Rose Dominican Hospitals San Martín Campus

John Wilson MedicWest Ambulance

Nancy Wong Arcata Associates, Inc.

Michele Tell Woodrow Preferred Public Relations, LLC

Michael Yackira **NV Energy** 

### **Member Services**

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#### **Editorial Policy:**

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of The Business Voice can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

### **Helpful Hints:**

- Limit the number of releases you send to the single most important happening in your organization.
- · No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- · Outdated material will not be published.
- · Membership dues must be current for submissions to be printed.
- . The Chamber reserves the right to make the final edit on all submissions.

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### Get noticed in the Chamber's Annual *Buyer's Guide* and *Membership Directory*

If you're looking for a way to get the most from your advertising dollar, consider the value of promoting your

business in the next issue of *The Las Vegas Chamber of Commerce Buyers Guide and Membership Directory*. This important desk reference has an exceptional shelf life, with executives using it like a "Who's Who" directory when they make important business and buying decisions. By placing your business front-and-center with a prominent display ad, you can attract the attention of decision makers valleywide. *The Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory* is distributed throughout Las Vegas metro area to more than 6,000 business leaders. This exclusive marketing exposure is available only to members

of the Las Vegas Chamber of Commerce. For more information, specifications and advertising rates contact

Peggy Franzino, Director of Sales, at 702.586.3847 or *pfranzino@lvchamber.com*. Deadline for advertising is December 15, 2009.



Barbara Rice of Realty Executives of Nevada has been selected as the December 2009 recipient of the Circle of Excellence award. Rice is recognized

> for her ongoing commitment to serving as a Chamber Navigator and for encouraging and supporting fellow members whenever possible. The Circle of Excellence Awards are sponsored by GES Exposition Services

### Save money when you pre-pay your Chamber membership dues!

You can save up to 10 percent off your annual Chamber membership dues when you pre-pay

your dues for multiple years. The Chamber is currently offering a discount of five percent when you pre-pay your dues for two years, and 10 percent when you pre-pay your dues for three years. Not only can you realize significant cost-savings, you'll also streamline your internal budgeting process! For more information on how this special offer can benefit your business, call 702.641.5822.

### Win a full-page ad in the Las Vegas Review-Journal

Could your business more than \$20,000 in free advertising? If you prepay your 2010 annual membership renewal dues or join the Chamber and pay your membership dues in full before December 31, 2009, you'll be eligible to participate in a drawing for a full-page black & white ad in the Las Vegas Review-Journal.

This advertising opportunity has a cash value of nearly \$20,000. Don't miss this incredible opportunity!

New members call Peggy Franzino at 702.586.3847.

Renewing Chamber members, contact Shannon Mengel at 702.586.3845.

### Chamber pays tribute to late chairman, Larry Kifer



The Las Vegas Chamber of Commerce would like to pay respect to late chairman Larry Kifer, 64, a 50-year resident of Las Vegas, who passed away October 24, 2009. Originally from Kansas City, MO, Kifer was a graduate of Rancho High School and enjoyed a successful career as a

respected business leader in Southern Nevada.

Kifer began his career at Centel Telephone Co. and went on to co-found Tie Communication and Technicom International. In 1990, he purchased the Algiers Hotel and served as CEO until its sale in 2004. Kifer was a past chairman of the Board of Trustees for the Las Vegas Chamber of Commerce. He also served on the board of directors for Desert Community Bank and Golden Rainbow, and was the past-chairman for the Make-A-Wish Foundation of Southern Nevada.

### Congratulations to Chamber's Navigator of the Quarter

The Navigator of the Quarter for the 3rd Quarter 2009 is Sharon Exarhos of Realty Executives of Nevada.



While Exarhos has only been a Navigator for six months, she is a standout; aiding in the committee's retention project and rarely missing an event. In addition to her duties as a Navigator Exarhos volunteers with the Chamber's Green Initiative.

### Meet, Greet and Do Business

Come experience the CenturyLink™ Business and Conference Center at the Las Vegas Chamber of Commerce!



Looking for a place to conduct business, meet new clients or hold your next event? The CenturyLink™ Business and Conference Center at the Las Vegas Chamber of Commerce is the perfect place. Conduct business in a relaxed, comfortable business environment. Catch up on e-mail, print out a proposal for your next meeting and or have coffee with a client.

### The Business Center

As a member of the Las Vegas Chamber of Commerce you and your guests have exclusive access to the Business Center from 8:00 a.m. - 5:00 p.m., Monday-Friday, excluding holidays. This state-of-the-art center offers you...

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The CenturyLink™ Business and Conference Center at the Las Vegas Chamber of Commerce is the ultimate business destination.

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Hold your next meeting, seminar or host a training session in our spacious conference center. There are several spaces available, perfect for any size meeting. Our meeting facilities include...

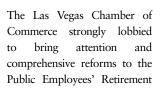
- More than 2,250 square feet of rentable meeting space our largest meeting space can accommodate more than 100 quests
- Multiple conference rooms of various size with the latest technology. including video-taping, teleconferencing and high-quality audio
- High-def, wall-mounted plasma display screens with HD DVD capabilities with flip-top control panels with built-in Internet connectivity for easy-to-access presentations
- Multi-media podiums wired for direct-to-screen connectivity
- Wi-Fi and hard-wired internet access available



### Chamber's 2009 advocacy successes protected business

The Las Vegas Chamber of Commerce took pro-active stances throughout 2009 on all levels of government ensuring Nevada's pro-business economy was protected in both the short and long-term from onerous government involvement. The successes achieved from the city and county, to the state, to Washington, D.C. were accomplished in large part due

to our members' support of the Chamber's Business Political Action Committee or BizPAC.



System (PERS), Public Employees' Benefits Program (PEBP), and the local government public employee collective bargaining process. We were successful this year when lawmakers agreed to make several important changes to PERS and PEPB, as well as bring improved transparency and accountability to the collective bargaining process and public employees' pay and benefit contracts. This will help contain the growing multi-billion dollar unfunded liability and prevent future fiscal crises caused by ballooning public employee pay and benefits, helping to put our state on a fiscally-sustainable path. The passage of this key piece of legislation is in large part due to the support of Chamber members and the hundreds of letters you sent to our state legislators in response to our "Calls to Action."

Faced with tremendous budget shortfalls and the need for additional state revenue, the Chamber worked hard to ensure that any increase in taxes was as broad-based as possible in order to mitigate the impact taxes would have on already struggling businesses and helped secure a decrease for the smallest of businesses.

The Chamber also supported the rights of business owners at the legislative level on a number of issues related to provisions governing claims for compensation under industrial insurance. A number of proposed provisions would have potentially raised costs for businesses, school districts and local governments. The Chamber and a broad coalition of business and local governments worked hard to amend pieces of legislation to minimize the negative impact on businesses. This move fixed several problems in the handling of worker issues without altering the key principles of Nevada's cost-effective system. The Chamber also helped defeat a proposal that would have eliminated Nevada's no-fault workers' compensation system as a sole remedy and permitted lawsuits against insurers and thirdparty administrators that would have raised insurance rates and litigation costs of businesses.

In the face of one of the highest unemployment rates in the state's history, the Chamber urged The Nevada State Employment Security Council against a proposed move to raise the unemployment tax rate paid by employers. While the State Unemployment Trust Fund was strained this year in coping with the state's record-high unemployment figures, the Chamber testified to the potentially devastating effects such a move would have on business. After hearing from the Chamber, the Council recommended the average tax employers pay should remain at the same level for 2010.

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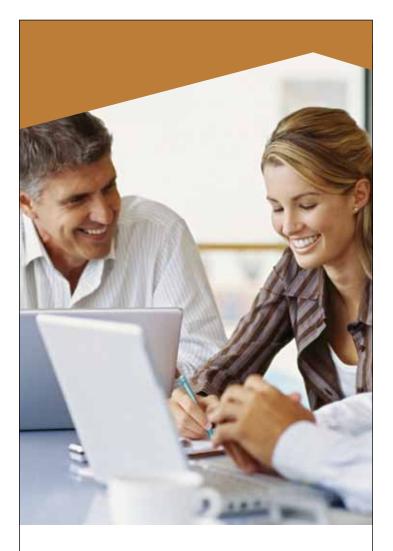
### Protect your small business assets from fraud

any businesses and individuals find themselves in the giving mood during the holiday season. While there are numerous community and charitable organizations that can use support now more than ever, beware: the holidays unfortunately present a ripe opportunity for scam artists and bogus charities looking to take advantage of your good corporate stewardship efforts. Following are tips from the Nevada Consumer Affairs Division:

• If in doubt, check with local business licensing agencies to verify that a solicitor is legally soliciting charitable donations

- Verify the legitimacy of an organization by asking for proof of 501c(3) status, which not only provides proof of legitimacy, but will help you claim your donation as a tax-deductible expense
- Always ask for a written request of support, and a written receipt for donations

For more information visit <a href="http://www.scambusters.org/charityscams.html">http://www.scambusters.org/charityscams.html</a> and the Nevada Consumer Affairs Division at <a href="http://fyiconsumer.org">http://fyiconsumer.org</a>.



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### **New Chamber Chairman Outlines Vision for 2010** at Installation Luncheon

2010 Board of Trustees Installation Luncheon Thursday, December 3

11:30 a.m. – Noon Check-in & networking Noon -1:00 p.m. Lunch & Program

Four Seasons Hotel
3960 Las Vegas Blvd. South
Cost is \$60 for Chamber members with
a prepaid, guaranteed reservation, \$75
for non-Chamber members with a prepaid
guaranteed reservation and \$75 for all
walk-ins. Tables of 10 are \$600.

This event is sponsored by:

NV Energy

Health Plan of Nevada, Inc.

Chamber Insurance & Benefits, LLC

lease join the Las Vegas Chamber of Commerce in welcoming Kristin McMillan as its new 2010

chairman, as well as the incoming Board of Trustees at the annual Installation Luncheon on Thursday, December 3 at the Four Seasons. McMillan is the vice president-external relations/Western Region for CenturyLink (formerly EMBARQ).

The new board chairman will share her vision for the Chamber in 2010, and what the Chamber will do to serve the evolving needs of its

membership, as well as elevate the energy of the organization and the business community as a whole.

In addition, the program will celebrate the accomplishments during 2009 under the leadership of Chairman Steve Hill, including the Chamber's development of new programs and benefits to help members survive the challenging economy. During the past year, the Chamber developed the Business Survival Series, as well as free one-on-one counseling to help

members adjust to the down economy. In addition, the Chamber was successful in advocating for the passage of its reform agenda during the 2009 Nevada Legislature.



Kristin McMillan
CenturyLink

"As the business community has endured the most challenging economy in Southern Nevada's history, Chairman Hill has been an exceptional and responsive leader in ensuring that the Chamber is delivering the programs, benefits and services to help our members survive," says Kara Kelley, president & CEO of the Chamber. "As we move into 2010, I am confident that Kristin McMillan will work with our diverse and talented board to address the needs of our members and the challenges that lie ahead."

The Chamber's Board of Trustees acts in an advisory capacity to set the short and long term strategic organizational and operational plans of the organization to ensure the Chamber is meeting the needs of its members.

The luncheon is an ideal event to network with other business executives and get to know the Chamber's board members, as well as hear about the Chamber's commitment to delivering membership value to you in the coming year.

### **Chamber offers networking options to boost your business success**

inding opportunities to promote yourself and your company to other business professionals has long been a staple for success offered by the Las Vegas Chamber of Commerce. That's why the Chamber offers a wide variety of low and no-cost networking opportunities designed to help you grow your business and increase your professional network. Here are just a few of the Chamber's most popular and complementary networking programs and events:

#### **Business After Hours**

The Chamber hosts free "Business After Hours" mixers for Chamber members and their guests. Held in unique and varied member locations, these mixers offer an exceptional opportunity to network with fellow Chamber members. There is never a charge for these mixers and RSVP is requested. Watch *The Business Voice*, the weekly electronic e-newsletter, and the event section of the Chamber's Web site, *www.lvchamber,com*, for upcoming Business After Hours dates and locations.

#### **Member-to-Member Marketing Expo**

If you're a new member, existing member, or want to learn more about becoming a member of the Las Vegas Chamber of Commerce, our Member-to-Member Marketing Expo is a great way to get started. Join us at the Chamber office in Town Square and learn more about member services, money-saving and discount programs and meet Chamber

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### From my desk...continued from page 3

officials more accountable for these agreements.

- 2. Presented free Business Survival Workshops to guide through tough times To help you survive these difficult economic times, the Chamber created the Business Survival workshops to give you access to expert advice. These workshops are designed to help you get the help you need to adjust your business to withstand the tough economy.
- 3. Offered free counseling sessions and legal advice to give you help you need In partnership with advisors from SCORE, the society of retirement executives, the Chamber offered free one-on-one counseling sessions. The retired executives from SCORE helped members retool their business plans, prioritize their business strategies and analyze options in order to make solid business decisions. In addition, the Chamber gave you access to a free hour of legal advice through the Free Legal Solutions program in partnership with Holland & Hart.

### 4. Created C-Biz to drive more customers to your door

C-Biz is an innovative electronic advertising email sent monthly to all members of the Chamber, inviting them to take advantage of special offers and other promotions. Advertising through C-Biz is very affordable and a great way to generate business-to-business sales opportunities.

### Redesigned and improved the Chamber's Relocation Guide to help you reach new residents

This comprehensive guide is filled with resources for those planning to move to Southern Nevada. The Guide is a great way to get your brand in front of new Las Vegas residents as they acclimate to our community.

### **6.** Boosted Member-to-Member Marketing Expos to help you connect to new members

Member-to-Member Marketing Expos are high energy mini-trade shows. These free events help new members get acquainted with fellow members. In addition, Chamber members can showcase their company through affordable "table top" displays, introducing their brand to potential new customers.

- 7. Enhanced Chamber's website to make it easier to access the Chamber The Chamber's new innovative website makes it easier for you to find the information you need, keeps you informed on new programs, events and member benefits, as well as make it easier for potential customers to find member businesses. The website also connects to the Chamber's social media sites on Twitter and Facebook.
- 8. Established the "Green Roots" program to make it easier to Go Green The Chamber's new Green Roots program is a free step-by-step program to help your business access the tools and resources necessary to adopt sustainability practices. Green Roots is designed to help businesses save money, become good corporate stewards and contribute to the overall environmental health of Southern Nevada.
- 9. Launched Stay and Play Here campaign to support hospitality industry The Chamber joined with the Las Vegas Convention and Visitors Authority to encourage our local community to stay and play right here in Southern Nevada. Through Stay and Play Here, local residents get access to special deals at affordable rates and at the same time help

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Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory

When members look for new vendors, suppliers and potential new clients, they turn to the *Las Vegas Chamber of Commerce*Buyer's Guide and Membership Directory.

This comprehensive directory puts your business in-front of more than 6,000 Chamber members and is a year-long resource that they turn to for their business needs.

Contact us at 702.586.3856.



### **Ecologic Construction first Chamber member to achieve "Green Roots" designation**

he Las Vegas Chamber of Commerce is pleased to recognize Ecologic Construction as the first member company to achieve "Green Roots" designation through the Chamber's "Green Roots" program. The program was developed to serve Chamber member businesses who are striving to become "greener" by embracing sustainability standards. Green Roots is a free, easy-to-follow, step-by-step program that allows businesses to access the tools and resources necessary to launch, cultivate and expand conservation efforts.

### Q: What made your company decide to participate in this program?

CH: Catherine Hyde, Ecologic Construction: "Since we actively participated in the creation of this program, it was only right that we be one of the first to participate. It was a great experience and gave us the opportunity to learn more."

### Q: Was it a difficult process?

CH: "Not at all. We had a couple of questions which Lauren Boitel (Chamber liaison) promptly answered. We also were able to learn more through the resources provided by other committee members. The process was relatively easy and educational."

### Q: Has your Level 2 designation made any noticeable positive impact on your business?

CH: "We announced our designation through our Web site. So far the response has been positive, mainly inquiries as to what the designation means and how it was achieved. It is good that our clients and peers see that we 'walk the talk.' We hope that after this article is printed we'll see greater impact!"

### Q: What advice would you give to other companies thinking about participating in the Chamber's Green Roots program?

CH: "Try it, there is nothing to lose. The companies are likely to find that they may have already achieved some of the items required for certification. Going through the process of evaluating your company opens your eyes as to what more you can do, or points to where you are wasting money. That's always good."

Ecologic Construction is a green general construction company that also performs as a subcontractor in the tile, granite, carpentry and electrical fields. Ecologic is dedicated to advocating environmental sustainability in business and users alike. Its specialties as a green general contractor are custom homes and tenant improvements. When performing as a subcontractor, Ecologic offers time-saving and cost-

effective alternatives that will strengthen green practices.

#### **About Green Roots**

Green Roots is a tiered program that lets you "green" your business at your own speed. You can pick what level of participation is appropriate for your business and develop a time line that best fits your budget and your business model. You can start slow or accelerate your green pace with this self-audited program. Green Roots is designed to help businesses save money, become good corporate stewards and contribute to the overall environmental health of Southern Nevada.

As an added benefit for Las Vegas Chamber of Commerce members, Green Roots gives members recognition for achieving levels of greenness. Upon completion of each level, a member company will receive a special logo designating its level of sustainability. This logo and designation help a business stand out in the marketplace and potentially drive environmentally conscious customers to its door.

#### **Green Roots Levels:**

- Level 1 The Roots: Level 1 plants the seeds and is the foundation for the program. Steps include selecting a green team with a designated point person; evaluating your facility; changing 50 percent of your lighting to energy-efficient lighting; setting computers to hibernate during the day; turning computers off at night; and using a broom instead of water to clean outdoor areas.
- Level 2 The Branches: Steps include upgrading older computers and servers; changing 75 percent of lighting to energy-efficient lighting; scheduling heating, ventilating, and air conditioning systems tune-ups at least once a year; installing programmable thermostats; installing low-water-use faucets in restrooms and kitchens; and removing 30 percent of turf and replacing it with droughtresistant landscape.
- Level 3 The Leaves: Steps include cleaning and insulating air ducts; installing window film or shades on non-efficient windows; promoting bike-to-work weeks joining the EZ Rider Discount Transit Pass program; and using reusable kitchenware.
- Level 4 The Fruit: This is the highest level of achievement.
   Steps include virtualizing your computing environment;
   installing a sheltered entry way; installing solar panels;
   and switching to 100 percent energy-efficient lighting.

To learn more about Green Roots, visit www. lvchamber.com/programs/green or call Lauren Boitel at 702.586.3893 ■





**LEVEL 1** 



LEVEL 2



LEVEL 3



**LEVEL 4** 



The Nevada Contractors Association is the state's largest signatory industry trade group. The nonprofit organization is committed to serving and protecting its members rights. NCA represents the biggest, oldest and prominent contractors in Nevada. We "Build America."





# Current, In Depth, Up To The Minute!

Today more than ever, information is critical in business decision making and for the most current, in depth, up to the minute news coverage look to *NewsHour with Jim Lehrer*, *Nightly Business Report* and *Nevada Week in Review* on Vegas PBS Channel 10. And, if you want to reach a more professional audience in your marketing efforts, also look to Vegas PBS Channel 10. Our News and Public Affairs programs reach the highest concentration of highly educated, upscale and professional viewers of any television station in the Las Vegas marketplace.

For sales and sponsorship information, please contact one of our Corporate Support Representatives at 799-1010.







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### New Federal anti-identity theft provision delayed until June 2010

he Federal Trade Commission (FTC) announced it will again delay implementation of the Red Flags Rule, this time until June 1, 2010. The rule was originally set to go into effect in November 2008, but was delayed three times, and has now been delayed a fourth. If your business is not yet compliant with these anti-

identity theft provisions, this means you've been given a six-month reprieve to develop your system, or risk being fined.

### June 1, 2010, does not affect other federal agencies' ongoing enforcement for financial institutions and creditors subject to their oversight.

### **About the FTC Red Flags Rule**

The "Red Flags Rule" was developed by the FTC in 2007 as a way of requiring businesses and organizations to develop and implement programs aimed at halting identity theft. The rule applies to financial institutions or any business that regularly permits deferment of payment or provides goods or services and bills customers later, if there is a "reasonably foreseeable risk" of identity theft. The rule was promulgated under the Fair and Accurate Credit Transactions Act, in which Congress directed the Commission and other agencies to develop regulations requiring "creditors" and "financial institutions" to address the risk of identity theft. The resulting Red Flags

#### **Businesses covered by the Red Flags Rule must:**

 Develop, implement and administer a written identity theft prevention program that must be approved at the highest level of the company.

Rule requires all such entities that have "covered accounts"

to develop and implement written identity theft prevention

programs to help identify, detect and respond to patterns,

practices, or specific activities - known as "red flags" -

that could indicate identity theft. The announcement that the Commission will delay enforcement of the rule until

- The program must include policies and procedures to identify "Red Flags" of identity theft, a method to detect such Red Flags, procedures in the event red flags are detected.
- The program must have a method to re-evaluate the program as risks of the crime change.

### What constitutes a "Red Flag?"

According to the FTC, "Red Flags" are potential patterns, practices, or specific activities indicating the possibility of identity theft. When a red flag is detected, a company might:

• Notify the customer

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### **Networking options...** continued from page 8

members ready to do business with you. In addition to learning more about how the Chamber can work for you, these monthly events also offer a "mini table-top expo" that allows Chamber members to showcase their products and services to other members. The Member-to-Member Marketing Expo is essentially a mini-tradeshow, hosted by the Chamber Navigators. Table displays are available to new members and existing members for only \$100. To secure your table top, register at www.lvchamber.com or call 702.641.5822 and ask for Member Services. Member-to-Member Marketing Expo is always complimentary to attend.

#### **Toastmasters - Chamber Voices**

Looking for a way to improve your communication skills in both your personal and professional life while networking with other professionals? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests. The learn more about Chamber Voices visit www.lvchamber. com/programs.toastmasters.

#### **Vegas Young Professionals**

Open to young executives ages 21-39, the high-profile Vegas Young Professionals (VYP) program provides numerous ways to "get in the mix" and jump-start your career with unique networking opportunities. From Excursions and Fusion Mixers to opportunities to meet one-on-one with powerful local executives, VYP offers exceptional networking venues for up-and-coming young professionals. Vissit www.vegasyp.com for more information.

#### **Chamber programs & events**

Every Chamber program and event provides a specified time to mix, mingle and network with other attendees, while taking advantage of educational, informational and professional development programs. Simply arrive a bit early, stay a bit late, and come prepared with plenty of business cards!

For more information about Chamber programs, events and benefits, visit *www.lvchamber.com*.

### **Stay compliant!** Labor law posters, available from the Chamber

The Chamber offers a variety of all-in-one posters that detail a number of key points of Nevada employment and labor law. Our Nevada State "All in One" poster is available for \$15.99 (plus S&H) and includes information related to the following:

- Safety and health protection on the job
- Emergency phone numbers
- Discrimination in employment
- Wage and hour laws
- Unemployment insurance
- Nevada payday notice
- Workers' compensation
- Lie detector tests



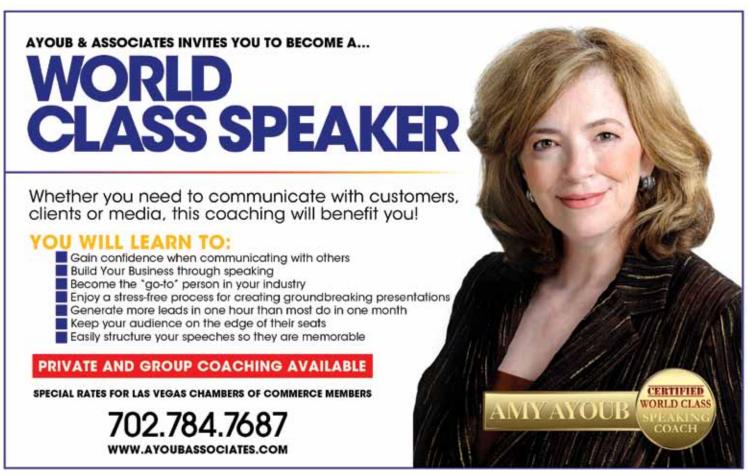
Federal Posters are available for \$12.99 (plus S&H) and include information related to:

- Equal Employment Opportunity
- Family and Medical Leave
- OSHA

- Minimum Wage
- Polygraph Protection Act
- USERRA

"Combination packages" provide both the state and federal posters for just \$22.99 (plus S&H). For more information call 702.641.5822 or visit the Chamber Store at www.lvchamber.com.





Perhaps one

of the greatest

myths about

home-based

your own

businesses is that

### Separating "work" from "home" key to operating a successful home-based business

By Dave Archer, CEO, Nevada's Center for Entrepreneurship and Technology (NCET)

erhaps one of the greatest myths about homebased businesses is that it's easy to set your own carefree hours - after all, you're always at home. The only problem with this is...you're always at home.

Operating a home-based business most certainly does give you the theoretical luxury of setting your own hours. Many small business owners, however, find they can quickly lose sight of the boundaries separating their home life and their work life. This can result in problems down the road. Here's how you can avoid some of the most common pitfalls:

### Create physical and psychological boundaries

It's crucial to have designated workspace for yourself, no matter how small. It's best if you can physically separate your work space from your living space, if not with doors and walls, at least with a partition, a drape, or even a sheet thrown over the computer table you've stashed in the corner of your bedroom. This will help you mentally separate "work" from "home."

### Set designated work hours

This is probably the hardest thing for entrepreneurs to do - stop working. At the beginning, you'll probably find it's impossible to work a 9-5, Monday-Friday schedule; after all, a growing business needs constant attention. However, once you're up and running, remind yourself that your work will never be "complete." Your business is an ongoing endeavor, and you must set designated work hours for yourself, or you'll quickly get burned out.

### Get into a professional mindset

While you can certainly forego the three-piece suit and high heels as you commute from your bedroom to your home office, there's something to be said for preparing for your workday in a professional manner. Having a set routine each day where you get dressed, have your coffee, and head into the office, will help you get into your "work" frame of mind.

### Leave the housework alone

It's tempting to try and multi-task work and home life when you run a home-based business, but that kind of distraction is best put off until after you've established a solid work routine. Stopping work to put in a load of laundry, run the vacuum or take the dog to the vet interrupts your professional momentum, and you can find your workday quickly frittered away. During work hours, focus only on work.

#### Set rules for family & friends

Of course, many people start home-based businesses because they want more personal and family freedoms. You may be one of many people working from home in order to care for a young child or an aging parent. While this can be a wonderful way to create a work/life balance, it's still important to set working parameters that everyone in the family understands and abides by. Establish firm guidelines and don't deviate from them unless absolutely necessary.

### Always maintain professional boundaries

In the same way you expect your family to respect your work space and your work hours, you need to establish guidelines for your clients as well. In a traditional office setting, a client would probably not ask for weekend or after-hours work, but you're far more likely to get that kind of request if you're a homebased business. Remember, this is your business, and you get to set the rules. Consider the pros and cons of how available you want to make yourself and then stick to your guns.

### Limit the number of clients you see in your home

Many home-based business owners find it helpful to conduct client meetings outside their home office environment. A diner, coffee shop or rented conference space can be a much more professional, and safer meeting space, than your home.

### Think "outside the house"

Even the most solitary workers can find themselves getting cabin fever if they're without human contact for too long. Consider joining professional associations or networking groups as a way of keeping touch with the "real world." Not only will it provide some variation to your workweek, it could introduce you to new business prospects.

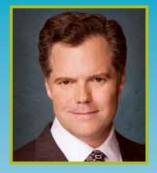
Next month, we'll go more in-depth with establishing your client base and marketing your home-based business.

NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit www.NCET.org for more information.

it's easy to set carefree hours



### The premier forecasting and networking event of the year.



Jim Murren
Chairman of the Board and
CEO, MGM MIRAGE



Steve Levitt
Economist and Bestselling
Author, Freakonomics
and SuperFreakonomics



Rossi Ralenkotter
President/CEO,
Las Vegas Convention and
Visitors Authority (LVCVA)



Jeremy Aguero Principal Analyst, Applied Analysis



Punam Mathur Vice President, Human Resources NV Energy

- **Engage** with nearly 2,000 business professionals
- **Evolve** your business tactics and strategies
- Emerge with vital economic insight to power your success

Explore more than 120 exciting exhibits open before, during and after the Preview program.

### Thursday, January 28, 2010

Thomas & Mack Center - Cox Pavilion

### Tickets on sale now · www.previewlasvegas.com or call 702.641.5822

Platinum Sponsors (as of 11/19)

















Gold Sponsors (as of 11/19)

Bank of Nevada • Datanamics Inc. • Freeman • Humana, Inc. • *In Business* Las Vegas KNUU Radio • Korn/Ferry International • Nevada Public Radio/KNPR • Nevada State Bank Orgill/Singer & Associates • Sky High Marketing • Southwest Gas Corporation The Glenn Group • UnitedHealthcare

Vegas Chamber of Commerce

Sponsorship opportunities and exhibit space available. Call 702.586.3827 for details.

### **December** Chamber Events

### **Business Survival Counseling Sessions**

Complimentary, for Chamber members only

When: Wednesday, December 2

9:00, 10:00, 11:00 a.m., 1:00, 2:00, & 3:00 p.m.

One member per time slot

Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300 at Town Square Details: SCORE counselors will be on hand to provide FREE one-on-one

help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. There is no charge for this service, though an appointment is required. Call

Member Services at 702.641.5822.

SCORE.

### **Board of Trustees Installation Luncheon**

When Thursday, December 3

11:30 - 12:00 p.m. Check in and networking Time:

12:00 - 1:00 p.m. Program & lunch

Location: The Four Seasons Hotel.

3960 Las Vegas Boulevard South, Las Vegas, NV 89119

Details: Please ioin us as we honor the Las Vegas Chamber of Commerce 2010

> Board of Trustees and Kristin McMillan as incoming Chairman of the Board of Trustees at our annual Installation Luncheon, Network with some of the

city's most influential decision makers at this event.

Cost is \$60 for Chamber members, \$75 for non-Chamber members and all walk-ins (\$5 additional week of event registrations). Register online at www.lvchamber.com or call 702.641.5822.

Hosted by







### **Chamber Voices Toastmasters**

When: Wednesday, December 9

10:30 a.m. Registration & networking Time:

10:45 a.m. - Noon Program

CenturyLink<sup>™</sup> Conference Center at the Las Vegas Chamber of Commerce Location:

6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: Looking for a way to improve your communication and leadership

skills in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.

### **Business Survival: Business Planning Workshop**

Complimentary, for Chamber members only

When: Thursday, December 10 8:00 - 8:15 a.m. Registration Time: 8:15 - 10:15 a.m. Program

10:15 - 10:45 a.m. Networking CenturyLink<sup>™</sup> Conference Center at the Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: Are you ready for 2010? Learn how to conduct effective business planning with your team to ensure that 2010 is a successful year. Plan

how to maximize your strengths and how to minimize your weaknesses. Learn to coordinate your financial planning with your business planning.

Create a road map for success in 2010. SCORE

### **Vegas Young Professionals (VYP)**

**Holiday Fusion Mixer** 

When: Thursday, December 10 Time: 6:00 - 8:00 p.m.

Location: Ravello lounge at The M Resort

12300 Las Vegas Blvd S., Henderson, NV 89044

Details: Come one, come all to the official Vegas Young Professionals' holiday mixer! Meet, greet and network in the beautiful Ravello Lounge at the Hosted by M Resort. Enjoy complimentary appetizers, drink specials and live entertainment! VYP members are encouraged to invite a guest to attend at the member rate. Cost is \$10 per VYP member, \$10 for one guest and

\$15 for additional non-members. RSVP today at www.vegasyp.com.

Sponsored by:



### **Vegas Young Professionals (VYP)**

#### **Toastmasters**

When: Monday, December 14

5:30 p.m. Registration & networking Time:

16:00 a.m. - 7:00 Program The Platinum Hotel Location:

211 E. Flamingo Rd.

Details: VYP has created a Toastmasters group, Strip View Speakers, for

all members. This group aids in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. All VYP members and guests are welcome to attend for free. Strip View Speakers membership is \$60 to join and \$36 every six months.

RSVP by emailing vyp@lvchamber.com.



### **Vegas Young Professionals (VYP)**

### Big Wig Luncheon



When: Tuesday, December 15

11:30 a.m. - 12:00 p.m. Registration and networking

12:00 p.m. - 1:30 p.m. Program and lunch

Lagasse's Stadium at The Palazzo Location:

3325 Las Vegas Blvd. S. Las Vegas, NV 89109 Join VYP for this exclusive, intimate luncheon with a local

> "bigwig." Enjoy an informal setting that allows for open dialogue with one of the most important business leaders in Las Vegas. Twenty seats are available for this event; RSVPs are first come, first serve, so sign-up today! RSVP at www.vegasyp.com or call Joanna at 702.735.2196. This event is \$45 and open to VYP

members only. Hosted by



Sponsored by:



### TBAN December Luncheon

When: Wednesday, December 16

11:45 a.m. Registration & networking Time: Noon - 1:20 p.m. Lunch & program

Location: Cili Restaurant & Bar

5160 Las Vegas Blvd South at Bali Hai Golf Club Details:

The Technology Business Alliance of Nevada is proactively fostering high-tech growth in Nevada. We are dedicated to assisting high-tech start-ups in finding the talent, customers

and financing needed to be successful. Cost is \$35 for prepaid reservations and \$45 for walk-ins.



RSVP by calling 702.586.8689 or visit www.tban.us.

### **Exclusive President's Club, Board of Advisors, Board of Trustees, Committee and Council Member Mixer**

When: Wednesday, December 16 Time: 5:00 p.m. - 8:00 p.m.

Location: Planet Hollywood Resort & Casino Las Vegas

3667 Las Vegas Blvd S. Las Vegas, NV 89109

Details: Mix, mingle and make a night of it at Planet Hollywood! The Las Vegas

Chamber of Commerce and Planet Hollywood invite all President's Club, Board of Advisors level members, 2009 committee and council members to this exclusive year end mixer. Planet Hollywood will be featuring their conference space, located on the Mezzanine Level. Be sure to join us for the chance to win some wonderful prizes provided by Planet Hollywood, including a 2-night stay, tickets to Peepshow, and buffet passes. This complimentary event is open exclusively to Las Vegas Chamber of Commerce President's Club, Board of Advisors, 2009 Committee & 2009 Council members. RSVP is requested. Call the Chamber at 702. 641-5822 and ask for Member Services

Sponsored by



### **Chamber Voices Toastmasters**

When: Wednesday, December 23

Time: 10:30 a.m. Registration & networking

10:45 a.m. - Noon Program

Location: CenturyLink<sup>™</sup> Conference Center at the Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details:

Looking for a way to improve your communication and leadership skills in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to

Chamber members, Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



### **Vegas Young Professionals (VYP)**

### **Toastmasters**

When: Monday, December 28

Time: 10:30 a m. Registration & networking

10:45 a.m. - Noon Program

Location: CenturyLink™ Conference Center at the Las Vegas Chamber of

Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square Details:

VYP has created a Toastmasters group, Strip View Speakers, for

all members. This group aids in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. All VYP members and guests are welcome to attend for free. Strip View

Speakers membership is \$60 to join and \$36 every six months. RSVP by emailing vyp@lvchamber.com.



### **RSVP Policy**

The Chamber has an RSVP policy that encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event is subject to a \$5 surcharge.

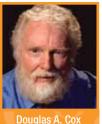
If you have any questions or concerns regarding this policy, please call 702.641.5822 and ask to speak with Member Services.

### **Business Education Series** (BES) kicks off 2010 with two power-packed presentations

The Chamber's 2010 Business Education Series (BES) gets underway January 12, 2010, with a new slate of power programs designed to speak to the heart of your small business needs.

Date: Tuesday, January 12, 2010

Douglas A. Cox Speaker: Topic: Inspiration Flashpoint! Title:



This BES session will give you a fresh look at the new laws that govern human achievement. Success is no accident! It is the result of consciously bringing together all of the elements necessary to create your own unlimited achievements. In this session Cox will give you information on:

• How your mind can be the birthplace of your future

• How your body contains the genetic code for success

How your spirit is the renewable resource you've been looking for

Douglas A. Cox is a "Dreamcatcher." Unlike so many dreamers, he turns his dreams into realities. Having lived through the most incredible tragedies that life can deliver, he has turned these challenges into raw power and accomplished amazing things with his life. He is an author, executive, songwriter, singer, poet and an inspirational speaker who has touched the lives of thousands of people throughout the world.

Date: Wednesday, February 10, 2010

Speaker: Patricia Fripp

Topic: Sales

Title: Superstar Sales Presentations: The Inside Secrets



Every sales presentation is a captured or a missed opportunity. How many more sales could you or your salespeople make if they stopped making mistakes and started giving totally awesome sales presentations? Attend this action packed session and you are guaranteed to learn how to:

- Properly structure your sales presentations
- Emotionally and intellectually connect with every prospect
- Effectively tell stories of your satisfied clients
- Be more powerful, persuasive, polished and professional

Patricia Fripp is an award-winning speaker, sales presentation trainer, and executive speech coach. Kiplinger's Personal Finance says, "Patricia Fripp's speaking is the sixth best way you can invest in your career."

For more information on BES or to register visit www.lvchamber.com or call Member Services at 702.641.5822. ■

### **Spotlights**









John E. Adams, CPA President, CEO **Cenegenics Medical Institute** 

A University of Illinois at Chicago graduate, Adams was appointed to the Dean's Business Advisory Council of the College of Business Administration. After cofounding Medicon, Inc. in Chicago and achieving \$100 million in revenues. Adams established Cenegenics in 1997, relocating to the world's best destination, Las Vegas. The startup attracted record growth (over \$50 million), international media attention and two medical school affiliations. Mr. Adams serves as Chapter Chair of the elite Young Presidents' Organization, Nevada Chapter.



As area president for Republic Services, Bob Coyle is responsible for the waste collection for several homes and businesses throughout the valley. Coyle began his waste industry career in 1969 with Waste Management, Inc. His experience also includes waste collection for the 1984 Los Angeles Olympic Games. Coyle holds a B.S. degree in management from De Paul University. Coyle is a member of the Board of Directors for the Henderson Boys and Girls Club and serves on the President's Advisory Board for the LVCC.



Dallas E. Haun is president and chief executive officer of Nevada State Bank, and executive vice president of NSB's parent company, Zions Bancorporation. Haun brings nearly 30 years of strong commercial banking expertise and substantial managerial experience to his leadership position with Nevada State Bank. A graduate of Michigan State University, Haun received his postgraduate degree from the University of Washington's Pacific Coast Banking School. He also completed the Executive Program at the Anderson School of Business at the University of California.

Samuel H. Kaufman **Chief Executive Officer and Managing** Director

**Desert Springs Hospital Medical Center** 

Sam Kaufman's key areas of responsibility include staffing, budgeting, coordination of all department activities, the hospital's strategic plan and overseeing the day-to-day operations of the hospital. Kaufman started his career in the medical field nearly 14 years ago. In 1991 he was Desert Springs Hospital's assistant director of medical records. He moved to Valley Hospital Medical Center as director of records/medical staff services and was promoted to assistant administrator. He later moved back to Desert Springs where he spent five years as chief operating officer.



**Mike Murphy President and General Manager Anthem Blue Cross and Blue Shield** 

Mike Murphy was named president and general manager of Anthem Blue Cross and Blue Shield of Nevada in November 2006. In this role, he is responsible for managing small and large group business and overseeing the group underwriting practices areas. Anthem is Nevada's second largest carrier with a membership exceeding 315,000. Anthem is a customer-focused company that carries one of the most respected brands in health care and provides a broad range of innovative. affordable, quality medical and specialty plans.



**Doug Robinson State Sales Director American Family Insurance** 

Doug Robinson has been a sales manager in Nevada since 2000, when he helped lay the groundwork for American Family's entry into Nevada. Before that, he was a sales trainer and a scratch agent. Robinson has won All American 10 consecutive times: All-Lines Leaders Conference for six years; and Distinguished Life District. He sits on the board of the Lamb of God School and is a 2005 graduate of Leadership Las Vegas. He has a bachelor's degree from St. Cloud University, St. Cloud. Minnesota.



Florence M. E. Rogers **President & General Manager Nevada Public Radio** 

Florence Rogers is president and general manager of Nevada Public Radio, the public media company providing high quality news, cultural and online services to Nevada and Southern Utah. She holds a Masters Degree in Communications from San Diego State University, and is an award-winning radio producer with many national network credits. Rogers joined Nevada Public Radio in 2001 to oversee programming including the launch of the flagship broadcast "KNPR's State of Nevada" and established the state's first classical music station.



**Gary Selesner President Caesars Palace** 

Gary Selesner began his gaming career as advertising manager at Harrah's Marina Hotel Casino and then at Harrah's at Trump Plaza in Atlantic City. He eventually worked his way up to president of Trump Plaza. Selesner relocated to Las Vegas in 1996 to run the Hard Rock Hotel Casino as general manager. Prior to his latest assignment for Harrah's Entertainment. Selesner was vice president and general manager for the Rio All-Suite Hotel & Casino. Prior to that he held senior management positions at various Harrah's properties.



Dominica C. Anderson Managing Partner, Las Vegas Duane Morris LLP

Duane Morris, LLP, is one of the 100 largest law firms in the United States. Dominica C. Anderson has practiced law for approximately 20 years. She has extensive experience in a variety of civil litigation matters and represents clients as trial and appellate counsel. Anderson practices in the area of insurance coverage and business litigation. She has experience in e-commerce and intellectual property issues. Anderson is a member of the Clark County Bar Association and the Association of Defense Council of Northern California and Nevada.



Kevin Michaels President & CEO Cloud Nine Entertainment

Kevin Michaels is a results-oriented professional who has been responsible for facilitating successful business ventures throughout Hong Kong, China, Thailand and Singapore for the past 12 years. He is a seasoned international business executive with more than 40 years of experience in the hospitality, entertainment and toy design industries. Michaels has been involved in the direction, production and delivery of business projects in France, Germany, Spain, England and Italy.



Caroline Ciocca Director of Community Relations Cash America/SuperPawn

Caroline Ciocca develops programs to advance the company's mission and values, addresses public policy and directs charitable giving for the region. Ciocca earned her Master of Business Administration at the University of Nevada, Las Vegas and holds a Bachelor of Arts in Marketing from Johnson & Wales University. She serves on the following non-profit boards: Habitat for Humanity, Crime Stoppers, Nevada Gives and Three Square.



Matt O'Neill General Manager 911 Collision Centers

As the general manager, Matt O'Neill is responsible for overseeing the day-to-day operations of 911 Collision Centers. 911 Collision Centers is a one-stop collision repair facility with a total of nine locations in Arizona and Nevada. O'Neill started with 911 Collision Centers in 2000, when the company had one location, and has been a vital part of its growth. 911 Collision Centers is proud of its numerous charity involvements.



William (Bill) Isgrig Founder, CEO RIM Solutions, LLC

Bill Isgrig is responsible for the company's long-term growth. Isgrig brings his extensive management and technical skills to RIM Solutions, LLC. After receiving his degree in business administration from the University of Nebraska, he held several senior Information Technology positions. Isgrig has proven that a business can be successful and still conduct itself with the utmost integrity and honesty. RIM Solutions offers document imaging, storage and hosting services.



Randal Shimon Attorney Shimon & Smith, PC

Randal Shimon received his JD from Pepperdine University in December 1995, earned law licenses in Arizona and Nevada in 1996, and holds a Trial Advocacy Diploma. His practice focuses on business law, construction law, real estate law, landlord/tenant law, litigation and acting as an arbitrator for the American Arbitration Association. The Better Business Bureau of Southern Nevada honored him as the "Arbitrator of the Year" in 2004, and he earned the Myrna William's Children's Pro Bono Award in 2006.



Bart Jones Chief Financial Officer Merlin Contracting & Developing LLC

Bart Jones is the proud builder of some of the finest custom homes, penthouses and estates in Southern Nevada for many of the families who made Las Vegas what it is today. A Las Vegas native, Jones graduated from UNLV in 1975 then spent 19 years managing agricultural properties on the big island of Hawaii. In 1994, Jones and his wife Cory returned to Las Vegas to work with his brother Stephen Jones, president of Merlin Contracting.



Michael Speciale Media Director Blaine Warren Advertising, LLC

Michael Speciale has a great ability to spot media deals and build imaginative platforms. He came to Las Vegas after spending 30 years in the New York advertising scene. He was vice president and group media director for the Mediacom unit of Grey Global Group. Speciale has generated cumulative billings in excess of \$125 million and negotiated annual savings of more than \$10 million for his clients. Speciale also owned and operated a marketing communications company specializing in consumer and business-to-business clients.



Pat Klenk, AIA President WESTAR Architects

WESTAR Architects has provided professional architectural and interior design services since 1997. Pat Klenk has been managing principal since its inception and has seen the company grow to more than 30 people including two additional partners. Prior to WESTAR, Klenk was a managing principal of HAS Architects for more than 17 years. He currently serves on the boards of the Las Vegas - Clark County Library Foundation and the City of Las Vegas Historic Planning Commission. He is licensed in nine states and graduated from Lawrence Technological University in Michigan.



Jenny Wagner Las Vegas Metro Marketing Supervisor Whole Foods Market

In her role at Whole Foods Market, Jenny Wagner provides leadership to each store's marketing team while also coordinating metro level partnerships, media and community relations, public relations, in-store signage, local advertising and general marketing strategies. She holds previous marketing experience within the financial services industry as well as a position at MTV Networks within their Country Music Television (CMT) division. In 2005, Wagner graduated with High Distinction from the University of Nevada, Reno with a BA in Journalism.



The **National MS Society** has served people living with MS in Southern Nevada for the past 20 years. Please visit its new location at 5463 S. Durango Dr., Suite D, LV, NV 89113. Call 702.736.7272 or visit: http://www.nationalmssociety.org/nvl.



**Camp Bow Wow Premier Doggy Day and Overnight Camp** provides a fun, safe and upscale environment for dogs to play, romp and receive lots of love and attention! It provides doggy day camp as well as overnight boarding for travelers. Call 702.255.CAMP(2267) or visit: http://www.campbowwow.com/lasvegas.



**NUYU Lifestyle** is a new company that offers a new product, a collagen masque with no injections and no needles that helps skin look younger. NUYU offers the opportunity to create and grow business. To become an Independent Consultant, call Shelly at 702.481.1973 or visit <a href="http://www.nuyulifestyle.com/shelly">http://www.nuyulifestyle.com/shelly</a>.



**Pole Fitness Studio** is proud to announce the grand opening of its second location at 4265 S Arville St., Suite A. The company is a fun women's fitness facility offering classes to improve your health and self confidence. Call 702.878.7653 or visit: <a href="http://www.poledancinglasvegas.net">http://www.poledancinglasvegas.net</a>.



**Comfort Keepers** provides in-home care for adults and seniors, and is proud to announce its new office location at 2881 Business Park Court, Suite 226, LV, NV. Call 702.385.1000 or visit: <a href="http://www.comfortkeepers.com/caregivers/142/">http://www.comfortkeepers.com/caregivers/142/</a>.



**Mia Bella Salon & Day Spa** offers hair, nails, skin, and make-up services for both men and women. Open 10:00 am – 7:00 pm, Mon.-Sat. or 24 hours by appointment only. Located at 4001 S. Decatur, Suite 23, LV, NV 89103. Call 702.642.2355 or visit: http://www.MiaBellaDaySpa.com.



**The Rockport Company** opened its newest store at Fashion Show Mall with a ribbon cutting ceremony on October 21st. Rockport was founded in 1971 and today is known as a leading footwear brand that provides contemporary style and engineered comfort. Call 702.369.0715 or visit: <a href="http://www.rockport.com">http://www.rockport.com</a>.



**Western Architectural**, a 20-year-old building development consulting firm headquartered in Portland, Oregon, proudly announces the opening of its Nevada regional office led by Kim Werner, CEI, as director of Nevada operations. The opening demonstrates Western Architectural's commitment to the Southwest market. Call 702. 478.9752 or visit: <a href="http://www.westernarchitectural.com">http://www.westernarchitectural.com</a>.



**Cornerstone Benefits and Insurance** is proud to announce its opening. The company offers all lines of insurance, for groups or individuals. It is located at 2904 W. Horizon Ridge Pkwy., Suite 121, Henderson, LV 89052. Call Lauren, Sean, Tinos, or David at 702. 726.6500.



**Humana** is proud to announce the launch of its Freewheelin program. Freewheelin is a bike share program that is free of cost to anyone 18 years of age and older. Come visit 1000 Green Valley Pkwy., Suite 720, Henderson, NV 89052. Call 702.269.5200 or visit: http://www.Humana.com.



**CareMore** is proud to announce the grand opening of its care center in Las Vegas. CareMore offers a variety of health plans for Medicare beneficiaries, including plans for healthy seniors and people with chronic illnesses like diabetes and COPD (Chronic Obstructive Pulmonary Disease). Call 800.499.2793 or visit: <a href="http://www.caremore.com">http://www.caremore.com</a>.



**Crisci Builders** is proud to announce the grand opening of its new headquarters at Crisci Professional Plaza. The company is located at 8845 W. Flamingo Road, Suite 200 and specializes in all areas of general contracting. Call 702.873.2025 or visit: <a href="http://www.CrisciBuilders.com">http://www.CrisciBuilders.com</a>.

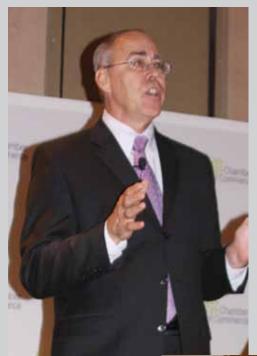
### **October 23 Customer Service Excellence Lunch**

The Chamber rolled out the red carpet to honor hundreds of local employees at the annual CSE Luncheon.



Sam's Town employees show their customer service spirit at the CSE Luncheon.

### **November 10 Membership Power Lunch**



UNLV President, Dr. Neal Smatresk shares his vision for the university.





Orgill-Singer employees glam it up at the CSE Luncheon



It's all smiles for the Southwest Gas CSE award winners at the luncheon.



Chamber members network at the November luncheon.

**Chamber Voices Toastmasters** 

### Become the speaker and leader you want to be!



Conquer fears. Express ideas. Succeed with Chamber Voices Toastmasters. The Chamber offers its members a public speaking club to help them hone and develop presentation

skills. This professional development program is held every two weeks and is perfect for Chamber members looking to improve their speaking abilities. No RSVP is required. Guests may attend at no charge.

Monthly on the

### 2<sup>nd</sup> & 4<sup>th</sup> Wednesdays

10:30 a.m. - Noon

Las Vegas Chamber of Commerce Conference Center

### Club dues are \$45 every six months

For more information regarding Chamber Voices Toastmaster Club visit us online at www.lvchamber.com.



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Dan Wickizer

BB King's Blues Club Cheryl Vereen

Korn/Ferry International Robert Wagner

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Brownstone Security Victor Marks

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Advance Auto Center Darryl Sacks

Ahern/ELT Insurance Services, LLC Edward Lee

AK Vargason & Associates Angela Vargason

All States DUI Prevention Jack Dymond

Al's Auto Body Kathy Ephrim

American Property of Nevada Gordon Garff

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Carpets Galore Marilyn Rozak

CarterLane Financial Randy Carter

Centaur Art Galleries Gladys Ryals

City Lites Electric Sign Co. Todd Baker

Concrete Scanning Consultants, LLC Kenneth Boellner

Courthouse Bar & Grill LLC John Isaccs

Cyner Green Grace Renshaw

D.P.I. Signs & Printing Credo De Leon

Danone Simpson Insurance Services LLC Danone Simpson

Dental Partners of Nevada Bob Donovan

Design Media LLC Edwardo Alfonso

Digital Hearing Aid Technologies Kathy Schwendemann

**DTA Security Services**Dan Taylor

Durango Park, LLC Thomas Jones Elements Therapeutic Massage Cherlyn White Executive Solutions Online LLC Diane Dutton

Explore Knowledge Academy Donnie Houston

Families for Effective Autism Treatment of Southern Nevada (F.E.A.T.) Jennifer Strobel

Flangas McMillan Law Group John McMillan

Form Function Eric Bogan

Freedom Underground, LLC Mario Fernandez

Gabriel Jewelers Gabriel DeLeon

Garfield's Restaurant Lee Ann GroffDaudet

Global Business Consultants Wayne Miletta

grassrootsEV.com, Grassroots Electric Vehicles Jon Hallquist

Green Key Consulting Marci Anderson

Harber Investments Nola Harber

Hector's Automotive Hector Anchondo

Interstate Hotel Installation Leticia Rodriguez

Jeffrey L. Glynn DDS P.C. Jeffrey Glynn

Jenson Total Services James Jenson

Khondike Sunset, LLC Ellen Woorum

Kristin Sunderhaft Kristin Sunderhaft

Lamb Asphalt D'ann Abila

Las Vegas Animal Emergency Hospital Allison SergentVelliquette

Luxe Concierge

Robert Banda Mary Kay, Inc.

Dawn Walker

Mia Bella Salon & Day Spa Connie Pena

Nevada Surgical Specialists, LLC Larry Denny

New Life Medical Group Robert Murphy

NUYU Chally Nalaan

Shelly Nelson

Oasis Loan Advisors, LLC Rodney Tucker

Office for International Services, Inc. Jan Schollmeier

Order Inn, Inc. Yvonne Puth

Panevino Ristorante Vincenzo Granata

Partners Financial Group Charles Cleveland

Paychex Brian Bagley

Peterman Lumber, Inc. Robert White

Purrfect Auto Zaid Hansen

Quality Grading & Paving, Inc. Kelly McDade

Qwerty Computers USA Michael Thorton

Real Estate Runners Jeffrey Jones

Realty One Group Meagan Groghan

Renno Insurance Agency Rosemarie Renno

Roberto's Taco Shop Reynaldo Robledo

Royal Kabob Restaurant Waheed Feda

Samaritan Pharmacuticals Eugene Boyle

SES Property Preservation/ Consulting Rick Sawyer

Shape Within Cellulite Reduction Sharen Black

Simple Sound Systems, LLC Cory Egbert

Southwest Stone & Tile, Inc. Ted Michalosky Sparkey & Bros. Heavy Equipment Repair Jose Rangel

State Farm Insurance Cody W. Clark Agency Cody Clark

Steven M. Burris, LLC Steven Burris

Storrite LLC Jane McCaffery

Sunshine Fresh Timothy Santora

T and L Homes & Loans Lynda Dachnowski

Three Turnberry Place Wayne Scott

Tillit Technology Corp. Richard Frockt

TMobile Patricia Kirk

Tom Jones Food Mart Thomas Jones

Tutor Doctor

Mike Behm

Uncle Joels Deli Darryl Schiller

US Appraisal Pros Autumn Montoya

V and MS Services, LLC Valerie Smith

Vincent Capko Insurance Vincent Capko

VIP Fantasy Vegas Ken Weng

WESCO Distribution Bill Elms

Western Trades Construction, Inc. Jill Luby

Westpro Management & Leasing, LLC Jay Silva

Wonpu Insurance Agency Roger Corbin Roger Corbin

Workforce Connections Cornelius Eason

Zerorez Las Vegas, LLC Doug McKee



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What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **December 2009.** 

#### TWENTY+ YEARS

Nevada State Bank (50)

Lotus Broadcasting Corporation (38)

John A. Martin & Associates of

Nevada, Inc. (34)

Cashman Equipment (30)

Construction Notebook News (30)

McNair & Associates, Chtd. (27)

Governor Jim Gibbons (25)

City of Las Vegas (25)

Clark County School District (25)

Desert BMW of Las Vegas (24)

Lee's Discount Liquor (23)

**Consumer Credit Counseling** 

Service-Southern Nevada (22)

Nevada Hotel & Lodging Association (21)

Nevada Restaurant Association (21)

Searchlight Nugget Casino (21)

Socioning it ragget occine (E1

Johnson Jacobson Wilcox (20) O'Bannon, Wallace, Neumann &

O'Bannon, wallace, Neumann Verville, LLP (20)

### FIFTEEN YEARS

Davey Tree Expert Co.

Hilton Grand Vacations

Leonard Benson Company

Nevada Color Litho

Skydive Las Vegas.com

### **TEN YEARS**

Best Western Zion Park Inn

Burke & Associates, Inc.

AB Unlimited

Capriotti's Sandwich Shop

City of Henderson

Duck, Duck, Goose Daycare & Learning

Center LLC

Faith Lutheran Jr. Sr. High School

Funding Solutions, Inc.

Geico

 ${\it Goldplated, LLC}$ 

Las Vegas Insurance Professionals, Inc.

Las Vegas Now Magazine

Lee, Laurie

Lutheran Social Services of Nevada

Special Olympics Nevada

Sunrise Appliance Service

Van Noy Insurance Agency

Betsy VanNoy

### **FIVE YEARS**

All Car Glass

All The Details Bookkeeping

Bron Tapes of Nevada, Inc.

Center for Occupational Health &

Wellness

**Community Counseling Center** 

DBM Power, Inc.

Destiny Executive Search Group, Inc.

**Easy Money EMG** 

Employee Benefit Solutions, Inc.

**Energy Employees Compensation** 

Resource Center

Family Friendly Medical Care

**Feller Orthodontics** 

**Human Resources Development** 

Institute, Inc. (HRDI)

International Christian Academy

LasVegasWeddings.com

Lasveyasvveuuiiiys.com

Markin Investments LLC

Metropolitan Homes

MJ Moore & Company
Nevada Bankers Association

Nevada Pneumatic

New Hope Hospice of Nevada, Inc.

Pink's Hot Dogs

Republic Services, Inc.

San's Marketing, Inc.

System Services, Inc.

TCS John Huxley

Tholin Enterprises, LLC

Vegas VIP

Walter P. Moore Associates, Inc.

Worldwide Asset Purchasing, LLC

### Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations
Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members \$69

Non - Members \$99

Contact the Public Relations department at 702.641.5822 or email at pr@lvchamber.com

### Coming Events & Current Campaigns

University of Nevada Cooperative Extension is holding an information and registration session for its upcoming Spring 2010 Mater Gardener Training on December 8 from 6 - 7 p.m. at the UNCE Lifelong Learning Center, 8050 Paradise Road.

City National Bank is holding its 9th Annual Holiday Food Drive to help feed homeless and needy families. Now through December 21, the bank will be collecting canned and dried food items at its eight branch locations in Nevada.

**Rosati's Pizza** at 10030 W. Cheyenne, is donating 10 percent of its sales to 20 community organizations from now through the end of 2010.

### **Congratulations**

Christian Hale, an associate in **Lionel Sawyer & Collins'** business law department, was named Pro Bono Attorney of the Year by **Nevada Legal Services**.

**BannerView.com** announced that it is celebrating 10 years in business. In addition, the company welcomed Michelle Espinosa as its newest eBusiness Advisor.

**Technology Business Alliance of Nevada (TBAN)** named Russell N. Suzuki as 2009 Entrepreneur of the Year at its 2009
TechNevada Honors luncheon on October 21.

**Commercial Roofers, Inc.** received the "Best Places to Work in Las Vegas" award in the medium sized company category by *In Business Las Vegas*.

Randy Highland of McCarthy Building Companies, Inc. is serving as president of the Associated General Contractors of Las Vegas for the remainder of 2009 through 2010.

Burke & Associates received an honorable mention for its El Cortez Cabana Suites renovation project in the Best Renovation category of the Southwest Contractor's Best of 2009 awards.

**Big Brothers Big Sisters** honored Clark County Sheriff Doug Gillespie at its annual BIG Gala on November 7.

Dave Archer, executive director of NCET-Nevada's Center for Entrepreneurship and Technology, has been named the 2009 Nonprofit Leadership Awards' Nonprofit Executive of the Year.

**Siena Golf Club** was selected as 2009 Nevada Course of the Year by the Nevada Golf Course Owners Association. Mia Bella Salon & Day Spa, located at 4001 S. Decatur, was named the only "Selected Key Salon" for the 2009 Latin GRAMMY awards.

### **Announcements**

Mike Mixer, managing partner and director of **Colliers International** in Las Vegas, has been named chairman of the USA Board of Directors for Colliers International, a global affiliation of independently owned commercial real estate firms.

Digital Media Partners, the Las Vegas sales arm of Event Compression Group, announces it has added Marnell Corrao Associates, the Greater Las Vegas Association of REALTORS, and the Allure as clients.

**GreenKey Consulting** announces the opening of its Las Vegas office. The company specializes in auditing the solid waste disposal bills for area businesses.

Dr. Jeffry S. Life of **Dr.Life.com** is one of only five physicians in the United States licensed to offer TA-65, a nutraceutical that potentially slows the aging process.

**Southwest Gas** encourages homeowners to take simple weatherization measures to save money on energy bills during the winter season. Southwest Gas has weatherization tips at <a href="https://www.swgas.com/energysavingtips">www.swgas.com/energysavingtips</a>.

Georgeann Pizzi has joined MassMedia Corporate Communications as assistant account executive and is responsible media relations, event planning and the development of press materials.

**Nevada Public Radio** named Sherri Gilligan, senior vice president of marketing and advertising for MGM MIRAGE to its board of directors.

George F. Ogilvie III, managing partner of **McDonald Carano Wilson,** was appointed chairman of the Colorado River Commission of Nevada by Governor Jim Gibbons.

**Farmer Boys** restaurant opened its new location at 5847 S. Decatur Blvd. in Las Vegas.

### **Community Service**

Baskow & Associates collected socks, mittens, hats and scarves to benefit Street Teens of Las Vegas, an organization dedicated to assisting homeless, abandoned and at-risk youth.

**Quality Towing** sponsored a Trunk or Treat Halloween event hosted by the Las Vegas Metropolitan Police Department. **The Las Vegas Natural History Museum** received two gifts that totaled \$1.5 million from the Englestad Family Foundation of Las Vegas.

**The Muscular Dystrophy Association** hosted Couture for a Cure fashion show in October that raised money for the organization.

### **Projects and Deals**

**Datanamics, Inc.** has formed a strategic alliance with Elfiq Networks, a leader in bandwidth management and network security solutions.

**SHArchitecture** began planning and preliminary design for the expansion and remodel of the Nye County School District Pahrump Valley High School, scheduled to be completed in 2012.

Marnell Corrao Associates held a ground breaking ceremony for its new air cargo facility at McCarran airport.

**Crisci Builders** has completed Phase II of the construction of Durango Riley Park at 6105 N. Durango Drive.

**Grubb & Ellis Las Vegas** brokered a lease of more than 2,000 square feet of retail space for 70 months. The lease is valued at \$233,797.

**CORE Construction** has completed construction of the 68,875 square-foot Mark L. Fine Elementary School in southwest Las Vegas.

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** brokered the sales of 2.63 acres of land for \$200,000, and the 40-month lease of 2,000 square feet of office space valued at \$121,526.

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

### Advocacy successes...continued from page 6

From the state to the city, the Chamber worked aggressively on behalf of business with regard to two issues proposed by the City of Las Vegas to increase costs to businesses through various new licensing fees. Thanks in part to avid support from Chamber member businesses and working closely in collaboration with the Mayor, City Council Members and City Staff, the City Council voted to strike one of the bills, table the other, and opened the floor to suggestions from the business community on ways in which much-needed revenue could be raised without unjustly taxing businesses.

The Chamber has worked diligently throughout the year to provide timely and continuing representation in Washington, D.C. to fight the harmful Employee Free Choice Act Legislation, otherwise known as "Card Check." This antibusiness, anti-employee federal legislation presents a continuing serious threat to the business community. The deadliest of the EFCA provisions is that of binding arbitration, which would allow either party in a first contract dispute to defer to federal mediation after only 90 days and locking business owners into a two-year labor agreement. This could potentially allow the federal government to become the decision-maker for private employees on issues such as pay, pensions, health care and working conditions. The Las Vegas Chamber of Commerce is continuing to visit policy-makers in Washington, DC to voice concerns and strong opposition to this detrimental piece of legislation.

The role of the Las Vegas Chamber of Commerce in advocating on behalf of our business community at the local government level, statewide or in the Nation's Capital, the work is never finished. Our serious, high-profile, proactive efforts on the local, state and federal levels of government are made possible by your financial investment in BizPAC, which enables us to fight anti-business and potentially-costly initiatives. Please support BizPAC today and help us help you get the right elected officials into office in 2010, policymakers who will empathize with your needs and concerns and vote for business first and foremost. To learn more visit www.lvchamber.com, Government Affairs or call 702.641.5822.

### Provision delayed...continued from page 12

- Close or refuse to open an account
- Change a password, or
- Notify law enforcement

### How can I make sure my business is compliant?

The FTC has created comprehensive downloadable materials designed to help businesses become compliant. Online tools include:

- Fighting Fraud with the Red Flags Rule: A How-To Guide for Business
- Information on whether the rule applies to your business or organization
- Practical tips on spotting the red flags of identity theft
- Tips for putting in place a written Identity Theft Prevention Program

### What happens if I don't comply with the new law?

A weak policy, or a strong policy that is insufficiently implemented, can spell trouble for the company under review, including hefty civil penalties or injunctions. Past FTC actions in identity theft-related cases have:

- Imposed fines in the millions of dollars
- Required the violator to submit to -- and pay for -- third-party audits and monitoring for up to 20 years

For more information, visit www.ftc.gov/redflagsrule.

### BEYOND THE LIGHTS, BEYOND THE HEADLINES



### A DESERT COMPANION FOR THE WAY WE LIVE NOW

Las Vegas' only city magazine dedicated to coverage of Southern Nevada culture, travel and dining. Stories, opinion and profiles with the in-depth style and intelligence of News 88.9 KNPR. **Desert Companion** reaches 125,000 Southern Nevada readers each issue. Powered by the unrivaled on air marketing of Nevada Public Radio.

Desert Companion is now available at area Coffee Bean & Tea Leaf locations.

Complete pick up location information at www.knpr.org.

For sales and sponsorship information, please contact Christine Kiely at Christine@nevadapublicradio.org or call 702.258.9895





### **Dynamic Preview speakers...** continued from front page

FREAKONOMICS blog, which can be found on The New York Times Web site.



A tenured professor in the University of Chicago's economics department, Levitt is the recipient of the American Economic Association's prestigious John Bates Clark Medal, given to the country's best economists under 40. Through forceful storytelling and wry insight, Levitt shows how economics is, at its root, the study of incentives - that is, how people get what they want, or need, especially when other people want or need the same thing. FREAKONOMICS shows that the modern world, despite a great deal of complexity and downright deceit, is not impenetrable, is not unknowable, and if the right questions are asked, is even more intriguing than we think.

#### Jim Murren

Chairman of the Board and Chief Executive Officer MGM MIRAGE

Murren will share his vision for the Las Vegas community and the outlook for MGM MIRAGE, the largest employer and taxpayer in Nevada

Jim Murren is chairman of the board and CEO of MGM MIRAGE, one of the world's leading and most respected development companies with significant holdings in gaming, hospitality and entertainment, headquartered in Las Vegas, Nevada.

In 1998, Murren joined MGM MIRAGE as executive vice president and CFO, and in 1999, was named president and CFO. In 2007, he became president and COO of the company and, in late 2008, he was named chairman of the board and CEO.

Prior to joining MGM MIRAGE, Murren spent 14 years on Wall Street as a top-ranked equity analyst, joining C.J. Lawrence, Inc. (later merged into Deutsche Morgan Grenfell) in 1984 as a securities analyst. He was appointed managing director and elected to the board of directors of C.J. Lawrence in 1992. In 1994, he was appointed director of research and managing director of Deutsche Bank. Murren is a Chartered Financial Analyst and was the recipient of several awards during his Wall Street career.

Murren is very active in the community. Along with his wife, Heather, they founded the Nevada Cancer Institute, a non-profit institution dedicated to providing a comprehensive cancer research center to the State of Nevada. Murren is also a trustee of the University of Nevada, Las Vegas Foundation.

#### Rossi Ralenkotter

President and CEO

Las Vegas Convention and Visitors Authority (LVCVA)

Ralenkotter will discuss tourism trends for 2010 and now the LVCVA will market Southern Nevada to attract visitors.

As president and CEO of the Las Vegas Convention and Visitors Authority (LVCVA), Rossi Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world's most desirable destination for leisure and business travel. Under Ralenkotter's leadership, the LVCVA successfully launched "Vegas Stories," the most successful branding campaign in tourism history. The LVCVA owns and operates the Las Vegas Convention Center and Cashman Center. With Ralenkotter's leadership, Las Vegas remains the world's tradeshow capital.

As president and CEO of the LVCVA, Ralenkotter has embarked on a five-year vision plan for Las Vegas that includes continued support of the resort industry's growth.

Ralenkotter began his career at the LVCVA 35 years ago as a research analyst. Prior to becoming president and CEO in 2004, he was the authority's executive vice president and senior vice president of marketing. Before joining the LVCVA, Ralenkotter worked for a local telephone company and served in the United States Air Force. He is a 57-year resident of Southern Nevada.

Ralenkotter is a member of the American Society of Travel Agents, Destination Marketing Association International, the American Society of Association Executives and the Hotel Sales Marketing Association. He also serves on the board of directors for the Travel Industry Association of America.

### **Jeremy Aguero**

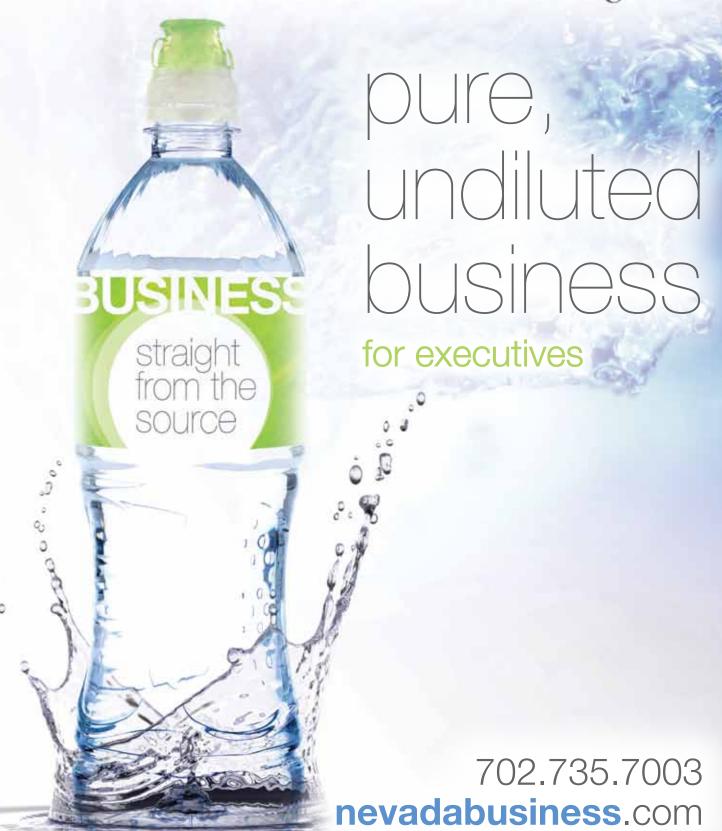
Principal Analyst Applied Analysis

Aguero will survey Southern Nevada's economic landscape and offer a look forward at business, development, real estate and community trends for 2010.

continued on page 30

## Nevada Business

the decision maker's magazine



### **Dynamic Preview speakers...** continued from page 28

Jeremy Aguero attended the University of Nevada, Las Vegas, where he graduated with honors in 1996. During his last year of undergraduate course work, he took a position as an intern/analyst with Coopers & Lybrand, LLC's (now PriceWaterhouseCoopers) Financial Advisory Services group. After spending 18 months with Coopers, he left and began his tenure with Applied Analysis. Aguero's project history demonstrates a wide range of abilities. He has worked for clients in the private and public sectors, and undertaken projects of local, regional and national significance. Some examples of his work include a hospitality industry impact study, a fiscal impact analysis for the City of Las Vegas, a Bureau of Land Management land release absorption analysis, a regional air quality agency cost analysis, and numerous in-depth studies for the Las Vegas Chamber of Commerce on public policy, fiscal research and government affairs issues.

In addition to his professional activities, Aguero is involved actively in the community. He is currently on the board of advisors for the Nevada Council on Problem Gambling and has served on the board for the local chapter of Hispanics in Politics. Aguero has been asked to speak on economic and development trends for numerous professional groups, including the Nevada Development Authority, the International Association of Hospitality Accountants and the Southern Nevada Economic Conference.

### **Punam Mathur - Emcee**

Vice President of Human Resources NV Energy

Punam Mathur, the emcee for Preview, is vice president of human resources for NV Energy. She was previously senior vice president of corporate diversity and community affairs and a corporate officer for MGM MIRAGE. In that role, Mathur was responsible for the oversight and implementation of the company's diversity efforts, as well as for community outreach, corporate philanthropy and

the company's VOICE Foundation, an employee-funded charity outreach program.

Mathur joined MGM MRIAGE in 1996, and helped to create an employee culture of awareness, acceptance and respect which continues to garner national acclaim. Accolades for Mathur include the titles of "Diversity Ambassador" from the Las Vegas Asian Chamber of Commerce, "Top Corporations in the U.S." by "50 Best Companies for DiversityBusiness.com, Minorities" and "America's Most Admired Companies" by Fortune Magazine and "Top 50 Companies for Diversity" by Diversity Inc. magazine. Under her tenure, MGM MIRAGE also was selected as one of 15 companies in the United States to receive the 2006 Employer Support Freedom Award by the Secretary of Defense. In 2006, Mathur was inducted into the Women's Hall of Fame by the Women's Chamber of Commerce of Nevada.

Active in the community, Mathur serves as chairperson for Three Square, a non-profit organization dedicated to eradicating hunger in Southern Nevada. Additionally, she serves as co-chair for Nevada Partnership for Inclusive Education and the American Gaming Association's Diversity Task Force. She also is a member of the President's Advisory Task Force on Diversity for the University of Nevada, Las Vegas and the Superintendent's Education Network for the Clark County School District. Mathur is a former executive of the Las Vegas Chamber of Commerce.

Preview Las Vegas 2010 will be held January 28 at the Thomas & Mack Center/Cox Pavilion. The event will feature a tradeshow exhibit floor with more than 120 exhibitors, as well as food samples provided by well-known local eateries. For information on attending, exhibiting or sponsorship opportunities, call 702.641.5822 or visit www.previewlasvegas.com.

### From my desk...continued from page 9

support our local economy.

### **10.** Lobbied against the Employee Free Choice Act to protect your business

The Chamber led a delegation of business leaders to Washington, D.C. to fight against the proposed "Employee Free Choice Act," that if passed would drastically change the laws governing how employees may unionize and how you can operate your business.

It has been a pleasure to serve as your chairman for the

past year. During this time, I have gotten to know many of you and learn about the challenges you have faced. I have been struck by the perseverance of our members and the determined entrepreneurial spirit that endures even through the toughest of times.

My best wishes to you for 2010. Although none of us knows what the next year will hold, one thing is true: the Las Vegas Chamber of Commerce will be here to serve your needs and help you succeed in the marketplace.

I've been in the restaurant and cooking business all my life.

When I decided to relocate and remodel my original restaurant, City National was there to help. They made it possible for us to build my dream restaurant.

I think for us the relationship, then and now, is very important because I never forget when someone helps me at the beginning. To have a great relationship with a bank these days is the most important thing. I am a client of City National Bank, and City National Bank is a client of ours. A perfect relationship.

City National is *The way up*<sup>®</sup> for me and my business.

### Wolfgang Puck Chef and Restaurateur

View Wolfgang's complete story at **cnb.com/thewayup**. For a relationship you can trust, call Larry Charlton at (702) 952-4431.





In these challenging economic times, you know how important it is to save money. You also understand how important your employees are to your small business and that providing quality health insurance is essential for everyone. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable health coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.\* With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business.

For more information, contact Chamber Insurance & Benefits at:

702.586.3889

www.chamberib.com







